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FIFTH ANNUAL REPORT
TO THE
INCORPORATORS, ASSOCIATES AND FELLOWS
OF THE
National Society for Broader Education
—
JANUARY, 1915

"Through the education of the adult we may aid in the normal development of national life; in removing the causes of distrust and antagonism between classes, and in promoting the interests of the whole people."

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FIFTH ANNUAL REPORT
TO THE
INCORPORATORS, ASSOCIATES AND FELLOWS
OF THE
NATIONAL SOCIETY FOR BROADER EDUCATION

REPORT FOR TWELVE MONTHS
ENDING JANUARY 1, 1915

I take pleasure in handing you the fourth annual report of the National Society for Broader Education.

The history of the Society condensed from previous reports is as follows:

1910 The Society was organized January fifth, nineteen hundred and ten. It was the outgrowth of several years of effort by individual workers. It was financed by January tenth, nineteen hundred and ten and by January fifteenth of the same year the advisory board and the official groups were formed. February first was the date of the organization of the Department of the Platform and the beginning of the actual field work of the Society. The Department of the Printed Word began its work on April first and on that date the report of the Managing Director showed that the field force numbered fifteen persons.

1911 In the year nineteen hundred and eleven the Society became international in scope and field. It reached over one million people with the spoken word and entered the field of musical education. It successfully tested a plan for reaching small towns. Its leaflets and pamphlets were widely distributed and over a million words furthering its plans were printed gratuitously by the newspapers of the United States and Canada.

During nineteen hundred and eleven, a letter was sent to every member every month of the nine in which the Society carried on active work. These letters informed the recipients of the work of the Society during the month before its issue. The practice was successful and has been continued. In the year nineteen hundred and eleven, the New York office for the Traveling Secretary was established.

1912 This was a year of expansion. The field force increased from fifteen persons in nineteen hundred and ten to twenty-one persons in nineteen hundred and twelve.

The Traveling Secretary was given an assistant. A Traveling Auditor was put in service and every member of the field force was bonded by the National Surety Company, of New York.

Three new lectures were placed in service and a new recitalist was added to the platform force of the Society. The Society inaugurated a national Civic Improvement Campaign.

1913 The year nineteen hundred and thirteen was a most prosperous one for the Society. Concentration with improvement was the guiding policy of the executive officers but normal development along established lines made the year one of great extension. This development was normal and held strictly within the rigid lines imposed by conservative business principles. The field force was enlarged forty per cent. The platform staff was largely augmented. The office force doubled. The general field work of the Society was extended to cities with populations as small as eighteen thousand and the special field work to hamlets with no more than a few hundred people. In September the Society moved into new quarters. These offices are convenient and are fitted with modern appliances. The Society hopes that by the time these quarters are out grown that it shall possess a building of its own. The Western Union Telegraph Company in October recognized the importance of the Society by establishing a station in the new offices. This station is equipped with the latest instruments and is in charge of a first class operator. It is for the exclusive use of the Society. The extent of the postal business of the Society was recognized in November by the statement that "The Society is the largest dispatcher of first-class mail in the city." In December the Society reaped the reward of conducting the work of an educational society along business lines with the highest regard for business obligations by being given a high rating in both Bradstreet and Dunn's Mercantile Agencies. This is a signal honor as the Society is the only strictly educational organization of any character in either the United States or Canada to receive a rating.

1914 The gratifying progress of the first four years of the work of the Society was continued during 1914. The volume of work was larger than any previous year and the impress made by the Society upon the average man and woman was most gratifying. The material growth of the Society was indicated by an enlarged force of employees and by improved equipment for carrying on its work. But increasing work has brought to the Society a cramping in office room and there is need for larger quarters although two years ago the present quarters seemed large enough. It is probable that we shall be forced to move into more capacious rooms before the close of 1915. Despite adverse business conditions the support given to the Society by the public in the fall of 1914 was so generous and so much in excess of previous years as to call for special mention in that it was strong evidence of the esteem the Society has won by its five years of endeavor.

At the close of nineteen hundred and fourteen as at the close of each of the preceeding years of its existence, the Society finds itself without debts, with no unfulfilled contracts and with a loyal and devoted organization eager to advance its interests.

RESULTS IN 1914

Department of the Platform { A—Lectures
B—Concert-Lectures
C—Recitals

A

THE GUY CARLETON LEE LECTURES.

First Series: Discontent and Unrest { When the People Wake—Origins
of Discontent.
The Strength of the People—
Methods of Curing Discontent.
A Nation Triumphant—Results of
Content.

Second Series: Psychology of Life. . { The Heart of a Child—Childhood.
The Soul of a Woman—Motherhood.
The Mind of a Man—Fatherhood.

20 Lectures.

15642 Persons listened to them.

80 Informal talks.

12672 Persons listened to them.

Despite the pressing demands upon the time and strength of our Managing Director, Guy Carleton Lee, he gave the Society his valued services in lectures and talks. Dr. Lee promises the same time in 1915. These services are not only prized because they are given without remuneration or expense but for their great value and permanent result for good.

THE { MAYNARD } CULP } LECTURES.

The Psychology of Success	{ Men and Women—Fundamentals of Development Necessary to Success.
	{ The Happy Child—What is Due the Child if he is to have his Opportunity to succeed.
	{ Those Who Win — The Principles that have Brought Success to Men and Women.

150 Lectures.

74009 Persons listened to them.

170 Informal talks.

49481 Persons listened to them.

Newell C. Maynard and W. T. S. Culp have delivered lectures on the Psychology of Success with what the Society believes to be lasting benefit to the communities in which the lectures were presented. The informal talks added greatly to the effectiveness of the formal lectures.

THE CIVIC IMPROVEMENT LECTURES.

These lectures were in charge of Herbert D. Hemenway who came to the Society this year from the People's Institute of Northampton, Mass.

Mr. Hemenway is an indefatigable worker and has spread the gospel of better homes and more beautiful homes throughout a wide territory. His lectures are practical and filled with valuable information. Beautiful and helpful pictures, shown with the stereopticon, are used to illustrate these lectures.

Mr. Hemenway not only lectured to general audiences but worked in the schools and also with individual groups of persons seeking to better the conditions of the towns in which they live.

The work in Civic Improvement though confined at present to making towns and cities more agreeable places in which to live, is intensive within its field and the expert in this department of the Society's activity remains in a given town long enough to make a permanent impression on the life of the town.

501 Lectures.

152000 Persons listened to them.

508 Informal talks.

107008 Persons listened to them.

THE OFFICIAL LECTURES.

The Secretary, the Traveling Secretaries and Volunteer Lectures have been active in the propaganda of the Society.

3214 Lectures.

102168 Persons listened to them.

We need more volunteer lecturers.

DISCUSSIONS OF GREAT TOPICS.

Ten topics were submitted for the general discussion of the members of our Advisory Board in 1913.

2143 Sermons, Lectures, Addresses and Talks.

607428 Persons listened to them.

PUBLIC DEBATES BY COLLEGES AND UNIVERSITIES OF ASSIGNED TOPICS.

The public debating by College Societies of topics assigned by the Society has been popular.

64 Public debates.

42189 Persons listened to them.

We need thirty scholarships of an annual value of one hundred dollars each.

SMALL TOWN COURSES.

The Society during nineteen hundred and fourteen again financed one of the leading Lyceum Bureaus of the country and through the Bureau covered the small towns of Pennsylvania, New Jersey, Delaware, West Virginia and Maryland.

The work involved financial responsibilities of over twenty thousand dollars and it was carried through successfully.

1563 Lectures and Concerts.

681673 Persons listened to them.

The Small Town Work has for two years been vigorously pushed and with such success that the Lyceum Bureau in whose care the work has been placed is now in a position to carry on the small town work without further financial aid from the Society. Therefore during 1916 the Society will not be obliged to carry the burden of financing this work though it will retain a supervision over the activities of the Bureau.

B

THE CONRAD CONCERT-LECTURES.

Miss Agnes Conrad continued her good work in the musical education of the average listener and her recitals were effective. Her theme was the right development of Human Nature and was given in three parts, on consecutive evenings. The titles of the cycles were, "Kisses of the Spring-time" dealing with the good inherent in every one; "The Promise of the Blossoms," which was concerned with children and their possibilities and "The Fruitage," which was devoted to right living and its results.

104 Concert-Lectures.

41067 Persons listened to them.

90 Informal talks.

42894 Persons listened to them.

THE STILWELL SONG RECITALS.

Marie Stilwell is the possessor of a magnificent contralto voice and the ability to bring to those who listen, an appreciation of truly good music. Miss Stillwell and her associated artists gave their efforts to the subject of Music In The Home, Miss Stillwell accomplished much good and it is believed that through her recitals, of which she gave two in each city she visited, that a permanent basis for the cultivation of the use of good music in the home has been made.

80 Recitals.

40800 Persons listened to them.

74 Informal talks.

37024 Persons listened to them.

THE GOODWIN CONCERTS.

Wilmot Goodwin, the operatic star whose baritone voice is of great charm and power, was active throughout the year in the service of the Society. Mr. Goodwin as every artist with the Society, worked along positive lines to a distinct educational purpose. His object was to create such an interest in matters musical that a local organization might be created or an existing organization stimulated to bring to the local public strictly good music by both amateur and professional musicians.

40 Recitals.

28678 Persons listened to them.

36 Informal talks.

4942 Persons listened to them.

RECAPITULATION.

8837 Lectures-Concert-Talks.

Twenty-four addresses for EVERY DAY of 1914. It must be remembered that the Society's year of activity is only nine months, thus making an average of more than thirty-seven ADDRESSES or RECITALS for EVERY DAY of the Society's WORKING YEAR.

2039675 Listeners.

5588 Persons listened to our speakers and singers EVERY DAY of 1914.

DEPARTMENT OF THE PRESS.

THE NEWSPAPERS.

The press of the United States and Canada in 1915 as in previous year, was of great service to the Society. The editors have almost uniformly not only shown great courtesy but large helpfulness. Generous space has been given to the propoganda of the Society and to the work of its representatives. The hearty thanks of the Society are given to the press for its support. This support in 1914 caused the printing of 1743678 words without cost to the Society. Through this presentation the work of this Society was brought to the attention of ONE HUNDRED AND NINETY MILLION FIVE HUNDRED AND FORTY SIX HUNDRED AND EIGHTY FOUR READERS.

THE SOCIETY PUBLICATIONS.

The publication of leaflets, and calendars was continued by the Society. Their distribution was carefully managed and the results were directly advantageous.

The free distribution of literature is a strain on the resources of the Society and the question of discontinuing or curtailing the practice has been suggested but this will not be done in 1915 and during the year we shall value constructive suggestions upon ways and means to make the practice, in all or in part, self-supporting.

DEPARTMENT OF FIELD WORK.

Travelling Secretary (1).

Assistant Traveling Secretaries (2).

Field Secretaries (9).

Assistants and Escorts to Field Secretaries (90).

The report of the Traveling Secretary states:

I traveled in 1914—51642 miles.

The Auditor traveled 48346 miles.

The Assistant Traveling Secretary traveled 24678 miles.

The members of the Field Force traveled 194321 miles.

TOTAL MILEAGE FOR THE DEPARTMENT, 318987.

THE TRAVELING SECRETARY REPORTS: We visited three hundred and fifty-two towns, arranged for the co-operation of three hundred and forty local Societies. Brought the work of the Society to the attention of 2342 officials of local organizations. The work of the field secretaries and their assistants has been exceedingly satisfactory. The quality of the Society's field force is constantly being raised. The work of the Society draws to it sufficient applicants to permit of careful selection.

Members of the field force in 1914 personally interviewed 943216 persons and as in former years collected sufficient funds to pay every obligation of the Society not otherwise provided for.

THE SOCIETY IS EXTREMELY PROUD OF ITS FIELD FORCE AND OF ITS LEADERS

THE TRAVELING AUDITOR REPORTS that she has either personally or through an assistant visited every member of the field force at least three times in the year. That she has carefully carried out the duties of her position as outlined in the Manual. She has with two exceptions, found the accounts of the members of the field force correct. The bonds issued by the National Surety Company upon the members of the field force of the Society cover every member of the field force in an amount estimated at ten times that person's possible daily balance and in no case has the Surety Company been required to indemnify the Society under these bonds.

THE FUTURE OF THE SOCIETY.

After careful thought we have concluded that we can express in no clearer words, or with more profound conviction, the thought presented in our report for nineteen hundred and fourteen and therefore again assert:

We are justified in the statement that after five years of constant endeavor the National Society for Broader Education has firmly and soundly established itself among the great agencies for the development of the good in the nature of the whole people. The Society has preferred conservative and unsensational methods in its progress. It has asked no odds and expected no favors. Quietly it has worked along its chosen lines after its original plans. Those who have been associated with it have from the beginning been kept in constant touch with its activities and so they always will be. The encouragement and support given by these associates has been of the greatest importance to the perfecting of the foundation of public approval on which we can safely build.

The plans for the future are for conservative progress along our chosen lines of work. Those who urge us to great rapidity and greater extension are thanked for their approval and encouragement but reminded that the unswerving policy of the Society is not to take a step until a foothold is assured and that the progress of the Society though on strictly conservative lines exceeds in accomplishment the record of any Society of similar age and scope.

THE NEEDS OF THE SOCIETY.

Each year we shall voice the needs of the Society. We shall continue to report them until they are satisfied—as we have faith they will be.

WE NEED

More money—to extend the work of the Society beyond the limit now imposed by that rule of the Society which prohibits the making of a debt for which means of payment are not provided.

A Monthly Publication—either owned or controlled by the Society.

An Endowment Fund—to enable the office and organization work to be carried on independently of the department of field force.

Through me the executive officers ask your continued co-operation. We depend on your approval for strength to do the work to which we have been appointed.

HILDEGARDE H. LANGSDORF,

Carlisle, Pa., January 1, 1915.

Secretary.

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